



**TOURISM ADVISORY COUNCIL
BEST WESTERN GREAT NORTHERN, HELENA
FEBRUARY 5 -7, 2007**

TENTATIVE COMMITTEE MEETING SCHEDULE

All committee meetings are open to all Region and CVB representatives, the entire Tourism Advisory Council and the public.

Monday, February 5, 2007

- 1:00 – 3:00 **Tourism Research Committee – Empire Builder Room**
--Homer Staves – Chair, Dyani Bingham, Rhonda Fitzgerald, Ramona Holt, Michael Morrison, Stan Ozark, Linda Anderson, Marne Hayes, Sara Rowe, Jan Metzmaker, Katy Peterson, Sarah Lawlor, Norma Nickerson
- 2:00 – 3:00 **Special Events Grant Committee – Iron Horse Ballroom**
--Mark Browning – Chair, Bev Harbaugh, Vicki Huckle, Dan Vermillion, Carol Crockett
- 3:00 – 4:00 **Tourism Development/Education – Iron Horse Ballroom**
--Jon Stoltz – Chair, Dyani Bingham, Mark Browning, Ed DesRosier, Bev Harbaugh, Victor Bjornberg
- 3:00 – 4:30 **Audits & Applications Committee – Empire Builder Room**
--Michael Morrison – Chair, Dyani Bingham, Rhonda Fitzgerald, Ramona Holt, Carl Kochman, Stan Ozark, Homer Staves, Barb Sanem
- 4:30 – 5:30 **Regulations Committee – Empire Builder Room**
--Ramona Holt – Chair, Cyndy Andrus, Rhonda Fitzgerald, Carl Kochman, Marilyn Polich, Homer Staves, Gayle Fisher, Robin Hoover, Joan Kronebusch, Cheryl Weaver, Barb Neilan, Marysue Costello, Barb Sanem
- 5:30 – 6:00 **Public Awareness Committee - Empire Builder Room**
--Rhonda Fitzgerald – Chair, Bev Harbaugh, Dolores Plumage, Dan Vermillion, Jim Schaefer, Linda Anderson, Sarah Bannon, Marne Hayes, Sara Rowe, Cheryl Weaver, Barb Neilan, Jan Metzmaker, Sarah Lawlor, Katy Peterson



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TENTATIVE AGENDA

TUESDAY, February 6, 2007 – Western Star/Empire Builder Room

- 8:00 – 8:15 **Call to Order, Introductions, Approval of Minutes**
 --Mike Scholz, Chair
- 8:15 – 9:15 **Montana Promotion & Legislative Update**
 --Betsy Baumgart, Montana Promotion Division Administrator
- 9:15 – 9:45 **Audits & Applications Committee**
 --Michael Morrison, Chair
- Audit Reviews
 - New Project applications
- 9:45 – 10:00 **Break**
- 10:00 – 12:00 **Strategic Plan Update & Discussion**
 --Lorraine Roach, Hingston-Roach Group
- 12:00 – 1:00 **Lunch – Oriental Room (cost is \$6)**
 (12:00 – 12:10 – Region/CVB meeting – bring your calendars to schedule
 a Region/CVB meeting)
- 1:00 – 1:15 **Public Comment**
- SUPERHOST! Update
 --Jodi Smith, SUPERHOST! Coordinator
- 1:15 – 2:00 **Montana Air Service: Opportunities & Challenges**
 --Jim Lynch, Director Montana Department of Transportation
- 2:00 **Recess**
- 5:30 – 7:30 **Reception at the Montana Historical Society**
 (225 N. Roberts)
 Sponsored by: Gold West Country Helena Chamber of Commerce, Helena
 Convention & Visitors Bureau

WEDNESDAY, February 7, 2007 – Western Star/Empire Builder Room

8:00 – 8:30 Committee Reports by Respective Chairs

Note: Committees in conjunction with another topic will make their report at that time.

--TIIP Grants – Carl Kochman, Chair

--Tourism Person & Community of the Year – Vicki Hucke, Chair

--Site Selection – Stan Ozark, Chair

- Site Selection Criteria changes

--Tourism Development/Education – Jon Stoltz, Chair

--Visitor Information Systems – Stan Ozark, Chair

--Special Events Grants – Mark Browning, Chair

--Public Awareness – Rhonda Fitzgerald, Chair

8:30 – 9:00 Tourism Outlook Forum

--Kara Grau, ITRR

9:00 – 9:30 Tourism Research Committee

--Homer Staves, Chair

--Norma Nickerson, ITRR

- FY08 ITRR Budget

9:30 – 9:45 Break

9:45 – 11:45 Strategic Plan Presentation & Discussion

--Lorraine Roach, Hingston-Roach Group

11:45 – 12:00 Glacier National Park Update

--Sarah Lawlor, Public Information Officer

- Road Rehabilitation Update

12:00 – 12:10 Break

12:10 – 1:00 Working Lunch

12:15 – 1:15 Consumer Marketing Update

--Katy Peterson, Consumer Marketing Manager

1:15 – 1:45 Regulations Committee

--Ramona Holt, Chair

- Rules changes and updates

1:45 – 2:00 Old Business

New Business

Next Meeting

- June 4-6 (Mon-Wed), Red Lion Kalispell

Adjournment

Note: Travel Montana makes reasonable accommodations for any known disability that may interfere with a person's ability to participate in state government. Persons needing accommodations must notify Barb Sanem no later than January 29 to allow adequate time to make needed arrangements. You can call (406) 841-2769, fax (406) 841-2871, or write to Travel Montana, PO Box 200533, Helena, MT, 59620 to make your request.